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Higgins

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(54) **SYSTEM AND METHOD FOR COMMUNICATING INFORMATION**

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(58) **Field of Classification Search**

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See application file for complete search history.

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(57) **ABSTRACT**

A system and method for effectively communicating information using at least one mode of communication is described, in which information recipients proximate to a communications device within a pre-determined space and during a pre-determined time period are identified, from whom physiological state information is obtained that, when coupled with other characteristics information, is used to select from a plurality of information elements at least one information element to better target the information elements. The information element is then provided to the communications device so that it may be provided to the information recipients in the pre-determined space in a manner that is sensed by the information recipients.

20 Claims, 9 Drawing Sheets